

02713.002000.

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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|-----------------------------|---|---------------------------|
| In re Application of: |) | |
| | : | Examiner: Rodney M. Henry |
| THOMAS FRANCIS OLSON ET AL. |) | |
| | : | TC/Art Unit: 3622 |
| Application No.: 10/743,413 |) | |
| | : | Confirmation No.: 7928 |
| Filed: December 23, 2003 |) | |
| | : | |
| For: SYSTEM AND METHOD FOR |) | |
| BUYING AND SELLING SPOTS | : | |
| FOR ADVERTISEMENTS IN |) | |
| MASS-MARKET MEDIA | : | June 30, 2008 (Monday) |

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the Office Action dated March 28, 2008, the Examiner is respectfully requested to amend the above-identified application as follows:

- amendments to the claims are presented in the listing starting on page 2; and
- remarks are presented starting on page 36.